

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

GMMB
3050 K St. NW
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 363207 /		<u>Alt Order #</u> 06864418
<u>Product</u> Barack Obama		
<u>Contract Dates</u> 10/17/12 - 10/22/12		<u>Estimate #</u> 2089
<u>Advertiser</u> Obama for America		<u>Original Date / Revision</u> 10/16/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/17/12	10/19/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				1	\$350.00			
N 2	WTMJ	10/22/12	10/22/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$350.00			
N 3	WTMJ	10/17/12	10/19/12	Live at Daybreak	6a-7a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				1	\$650.00			
N 4	WTMJ	10/22/12	10/22/12	Live at Daybreak	6a-7a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$650.00			
N 5	WTMJ	10/17/12	10/19/12	Today Show M-F	7a-9a		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				6	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/15/12-10/21/12	Today Show M-F	7a-9a	--- WThF----	:30		\$600.00	NM		
				Credited								
	4	WTMJ	10/15/12-10/21/12	Today Show M-F	7a-9a	--- WThF----	:30		\$600.00	NM		
				Credited								
N 6	WTMJ	10/22/12	10/22/12	Today Show M-F	7a-9a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$600.00			
N 7	WTMJ	10/21/12	10/21/12	Today Show Sunday	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$400.00			
N 8	WTMJ	10/21/12	10/21/12	Meet the Press	9am-10am		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$750.00			
N 9	WTMJ	10/17/12	10/19/12	The Morning Blend	9a-10a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				3	\$125.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/15/12-10/21/12	The Morning Blend	9a-10a	--- WThF----	:30		\$125.00	NM		
				Credited								

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 10/17/12 - 10/22/12	<u>Product</u> Barack Obama	<u>Estimate #</u> 2089
<u>Advertiser</u> Obama for America		<u>Original Date / Revision</u> 10/16/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WTMJ	10/22/12	10/22/12	The Morning Blend	9a-10a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$125.00			
N 11	WTMJ	10/17/12	10/19/12	Today Show II	10a-11a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/15/12-10/21/12	Today Show II	10a-11a	---WThF----	:30		\$175.00	NM		
	Credited											
N 12	WTMJ	10/22/12	10/22/12	Today Show II	10a-11a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$175.00			
N 13	WTMJ	10/17/12	10/19/12	Today Show III	11a-12n		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WTMJ	10/15/12-10/21/12	Today Show III	11a-12n	---WThF----	:30		\$175.00	NM		
	Credited											
N 14	WTMJ	10/22/12	10/22/12	Today Show III	11a-12n		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$175.00			
N 15	WTMJ	10/17/12	10/19/12	Live at Noon	12p-1230p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$325.00			
N 16	WTMJ	10/22/12	10/22/12	Live at Noon	12p-1230p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$325.00			
N 17	WTMJ	10/17/12	10/19/12	Live at 12:30	1230p-1p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$325.00			
N 18	WTMJ	10/22/12	10/22/12	Live at 12:30	1230p-1p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$325.00			
N 19	WTMJ	10/17/12	10/19/12	Days of Our Lives	1p-2p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/15/12-10/21/12	Days of Our Lives	1p-2p	---WThF----	:30		\$250.00	NM		
	Credited											
N 20	WTMJ	10/22/12	10/22/12	Days of Our Lives	1p-2p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$250.00			
N 21	WTMJ	10/17/12	10/19/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/15/12-10/21/12	Access Hollywood Live-2pm	2pm-3pm	---WThF----	:30		\$150.00	NM		
	Credited											
N 22	WTMJ	10/22/12	10/22/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$150.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											1	\$175.00
N 23	WTMJ	10/17/12	10/19/12	Live at 3:00 News	3p-4p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF --				1	\$175.00			
N 24	WTMJ	10/22/12	10/22/12	Live at 3:00 News	3p-4p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M- - - - -				1	\$175.00			
N 25	WTMJ	10/17/12	10/19/12	Live at 5 News	5p-530p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF --				1	\$700.00			
N 26	WTMJ	10/17/12	10/19/12	Access Hollywood	630p-7p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF --				3	\$500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		3	WTMJ	10/15/12-10/21/12	Access Hollywood	630p-7p	--- WThF----	:30	\$500.00	NM		
Credited												
N 27	WTMJ	10/22/12	10/22/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M- - - - -				2	\$500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WTMJ	10/22/12-10/28/12	Access Hollywood	630p-7p	M- - - - - - - -	:30	\$500.00	NM		
Credited												
N 28	WTMJ	10/22/12	10/22/12	The Voice	7-9pm		:30			NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M- - - - -				2	\$3,250.00			
Totals											41	\$20,125.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	41	\$20,125.00	\$17,106.25
Totals	41	\$20,125.00	\$17,106.25

Signature: _____ **Date:** _____

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